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PAGE 01 STATE 291642

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TO AMEMBASSY PARIS PRIORITY

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TAGS: BEXP, FR

SUBJECT: FY-76 CCP: FIFTH QUARTER AND YEAR-END REVIEW

REF: (A) PARIS 30588 (B) PARIS 33119

FOR COMAFF/BLODGETT; USTC/STRONG

1. WCAG MET NOVEMBER 19 TO REVIEW CCAG REFTELS AND PRE-PARE REPLY. IN OPINION OF CCP COORDINATORS ATTENDING, REFTEL (B) REPRESENTS TO DATE ONE OF MOST THOUGHTFUL, CANDID AND WELL CONSTRUCTED REVIEWS OF FY-76 COUNTRY COMMERCIAL PROGRAMS RECEIVED FROM ANY POST THUS FAR. COPIES OF REFTEL (B) BEING CIRCULATED TO ALL WCAG'S IN WASHINGTON AS EXAMPLE OF HOW CCP CAN STRENGTHEN TWO-WAY COMMUNICATIONS PROCESS, IMPROVE ALLOCATION OF OVERSEAS COMMERCIAL RESOURCES AND LEAD TO IMPROVED INTERNATIONAL

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PAGE 02 STATE 291642

MARKETING RESULTS.

2. WCAG APPRECIATES DISAPPOINTMENT EXPRESSED IN REFTEL (B) IN OVERALL RESULTS ACHIEVED IN FY-76, ESPECIALLY INsofar AS THESE MAY HAVE REFLECTED KEY PERSONNEL SHORTAGES. IN

VIEW OF CCAG REPREPORT THAT CLOSER TO FIFTEEN PERCENT OF AVAILABLE RESOURCES THAN THIRTY PERCENT BUILT INTO FY-76 CCP, ACTUALLY WENT TO QUOTE INITIATIVE UNQUOTE ACTIVITIES, REQUEST CCAG REVIEW APPROVED TARGET FOR FY-77. DEPENDING ON POSSIBLE CONTINUING PERSONNEL SHORTAGES, PLEASE INDICATE IN FIRST QUARTER FY-77 REPORT WHAT STRUCTURAL CHANGES MAY BE NEEDED IN FY-77 CCP TO BRING OBJECTIVES CLOSER TO RESOURCES EXPECTED BE AVAILABLE TO MEET THEM.

3. WCAG, IN SPITE OF RESOURCE SITUATION, NOT INCLINED TO FULLY SHARE POST'S DISAPPOINTMENT IN FY-76 RESULTS ACHIEVED, FOR FOLLOWING REASONS:

(A) TRADE OPPORTUNITIES - 524 SUBMISSIONS RECORDED BY T.O. PROGRAM MANAGEMENT IN USDOC. DISCOUNTING ORIGINAL T.O. TARGETS WHICH WERE MISTAKENLY BASED ON SIC'S FINAL TOTAL ACHIEVED WAS CLOSER TO OVERALL TARGET. SHORTFULL IN PRIORITY CAMPAIGNS IS A SOURCE OF SOME CONCERN. WCAG CONSIDERS COMMERCIAL COUNSELOR'S STAFF MEMO OF SEPTEMBER 6 AN EXCELLENT STATEMENT DESIGNED TO RECTIFY THIS PROBLEM IN FY-77. WCAG SHARES CONVICTION OF CCAG THAT GOOD QUALITY T.O.'S, REFLECTING A CONCERTED EFFORT BY ALL POSTS IN FRANCE TO ACTIVELY SEEK OUT NEW EXPORT OPPORTUNITIES, ARE A KEY MEASURE OF OVERALL PROGRESS BEING MADE.

(B) FOREIGN BUYER PROGRAM - FBP MANAGEMENT IN USDOC CONSIDERS FRANCE RANKS AMONG TOP POSTS IN SUCCESSFULLY SUPPORTING THIS PROGRAM WHILE DEVELOPING CREATIVE NEW APPROACHES. RECENT COORDINATION WITH SWITZERLAND AND SYSTEMATIC ADVANCE PLANNING FOR DALLAS COMPUTER CONFERENCE ARE CASES IN POINT. OTHER FINE EXAMPLES WERE MENTIONED TO WCAG.

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PAGE 03 STATE 291642

(C) REGIONAL INPUTS - INITIATIVE OF CCAG IN ACTIVELY INCORPORATING FIVE CONSULATES INTO CCP PROCESS HIGHLY COMMENDED. FOR EXAMPLE, MEETING IN PARIS LAST JUNE OF ALL COMMERCIAL FSL'S TO EXPLORE CCP WITH MANAGEMENT AND CMM FIELD, AND SUBSEQUENT FOLLOW-UP MOVES ARE EXCELLENT STEP FORWARD. IT POINTED OUT THAT FOR FY-77, FRANCE ONLY CCP TO INCLUDED ANNEX SPELLING OUT ROLE OF CONSULATES, THIS AT INITIATIVE OF CCAG. IT IS HOPED THAT SUFFICIENT

TRAVEL AND REPRESENTATION FUNDING CAN BE MADE AVAILABLE FOR COMMERCIAL FSL'S TO MEET REGIONAL OBJECTIVES.

(D) CONSUMER GOODS - RECENT CALLS ON TOP DEPARTMENT STORE CHAINS BY C. JOHNSON OF USDOC AND COMATT, PARIS AND CON- GEN, LYON ARE EXPECTED TO LEAD TO SIGNIFICANTLY IMPROVED RESULTS IN FY-77. ALSO, HOUSEWARES EXHIBITION UNCLASSIFIED

AT U.S. TRADE CENTER IN SEPTEMBER 1975 ACHIEVED RESULTS WELL IN EXCESS OF TARGETS SET.

(E) U.S. TRADE CENTER - GENERATED ANTICIPATED INCREMENTAL EXPORT SALES OF 208 MILLION DOLLARS, ONLY 22 MILLION DOLLARS BELOW RECORD SET IN FY-75, WHILE HOLDING OPERATING COSTS EVEN. AVERAGE REGISTERED ATTENDANCE AT MAJOR EXHIBITIONS INCREASED TO 960. SUCCESS ACHIEVED IN RECRUITING MANY KEY OLD-TO-MARKET FIRMS IN SPITE OF SHARPLY HIGHER OTM FEES. IN FY-76, PARIS MOVED FROM FOURTH TO FIRST PLACE IN OVERALL TRADE CENTER UTILIZATION (INCLUDING BSP'S). PROJECTED SALES OF 91 MILLION DOLLARS AT MAJOR EXHIBITIONS EXCEEDED TARGET BY 10 MILLION DOLLARS IN SPITE OF CANCELING TWO EVENTS.

4. PRIORITY CAMPAIGNS. WCAG CONCURS WITH DECISION TO DEFER PTR ON POLLUTION CONTROL ALSO MARKET POTENTIAL SURVEY ON CONSUMER GOODS UNTIL SECOND QUARTER FY-77. IN VIEW LATE SPRING PROMOTION PLANNED LYON SHOPPING CENTER, REQUEST CONSUMER GOODS SURVEY BE GIVEN FIRST PRIORITY. ASSUME LYON PROMOTION CAN BE IMPLEMENTED WITHIN AVAILABLE RESOURCES.

5. USIA REPRESENTATIVE POINTED OUT THAT USIA'S COUNTRY PROJECT PROPOSALS (CPP) CLOSELY RESEMBLES CCP FORMAT, UNCLASSIFIED

UNCLASSIFIED

PAGE 04 STATE 291642

LISTING ACTIVITIES TO BE CARRIED OUT BY POST REQUIRING WASHINGTON SUPPORT. COPY OF FRANCE CPP WILL BE CIRCULATED TO WCAG MEMBERS.

6. WCAG CONCURS WITH NEED EXPRESSED IN REFTEL (B) FOR NEW PRODUCT INFORMATION, UPDATED INFORMATION ON STATE OR ART IN U.S. IN SELECT PRODUCT CATEGORIES. FRANCE/ BENELUX GROUP SEEKING TO IMPROVE FLOW OF SUCH INFORMATION TO CCAG IN FOLLOWING WAYS:

(A) PROMPT DISPATCH OF U.S. INDUSTRY REVIEWS BY COMMERCE ELEMENTS, INCLUDING OIM/OPERATIONS PLANNING DIVISION WHICH IS NOW CONTACTING MAJOR U.S. TRADE ASSOCIATIONS TO ASSESS INFORMATION AND PROMOTION NEEDS OF MEMBERS, AND UNCOVER NEW THEMES SUITABLE FOR PROMOTION BY USDOC;

OFFICE OF MARKET PLANNING (OMP) ASSESSMENT OF TARGET INDUSTRIES; STUDIES BY OBRA SUCH AS NEW COMPUTER STUDY; NEW PRODUCTS INFORMATION SERVICE OF OIM AN ADDITIONAL SOURCE OF INFORMATION FOR POST AS WELL AS U.S. TRADE JOURNALS SENT TO EMBASSY LIBRARY.

(B) FRANCE/BENELUX GROUP IS SEEKING TO SUPPLEMENT THESE EFFORTS WITH PERSONAL CALLS ON U.S. FIRMS UNDERTAKING MAJOR EXPORT PROGRAMS. COPY OF FIELD TRIP REPORT BY BOBETTE ORR WHO VISITED ATLANTA AREA WEEK OF NOVEMBER 15 BEING AIRMAILED VIA APO TO COMATT. ROBINSON

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